

Message Text

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ACTION CU-04

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FM AMEMBASSY ATHENS

TO SECSTATE WASHDC 0671

INFO AMEMBASSY BRUSSELS

AMEMBASSY COPENHAGEN

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AMEMBASSY LONDON

AMEMBASSY PARIS

UNCLAS ATHENS 7437

E.O. 11652: N/A

TAGS: BTRA, ETRD, GR

SUBJECT: WALT DISNEY WORLD SHOWCASE

REF: STATE 222950, USIA 23249, ATHENS 7231,
STATE 226774 (NOTAL)

1. EMBASSY AND USIS ARRANGE PROGRAM ON SEPTEMBER 22 FOR BUSINESS VISITORS WASHBURN, SKLAR, AND LINDQUIST, WHICH INCLUDE FOLLOWING ELEMENTS:

- A. ECONOMIC BRIEFING BY COMMERCIAL ATTACHE;
- B. BRIEFING BY AMBASSADOR ON GREEK SCENE;
- C. FILM SHOWING AND SALES BRIEFING AT USIS AUDITORIUM, INTRODUCED BY COUNSELOR FOR PUBLIC AFFAIRS; AND
- D. ATTENDANCE AT FILM SHOWING OF WORKING LEVEL REPRESENTATIVES OF MINISTRY OF COMMERCE, FEDERATION OF GREEK INDUSTRIES, NATIONAL TOURIST ORGANIZATION, OLYMPIC AIRWAYS, AND TWA. COUNSELOR FOR ECONOMIC AFFAIRS, INFORMATION OFFICER, AND COMATT ALSO ATTENDED

2. A LUNCHEON, HOSTED BY MR. WASHBURN, FOLLOWED THE FILM SHOWING AND BRIEFING. IT WAS ATTENDED BY ALL OF ABOVE PLUS CONSUL GENERAL AND REPRESENTATIVE OF CHAMBER OF COMMERCE AND INDUSTRY. DISCUSSION STIMULATED BY FILM SHOWING CONTINUED THROUGHOUT LUNCHEON

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3. FOLLOWING THE AMBASSADOR'S ADVICE, THE WALT DISNEY TEAM

AVOIDED A HARD SELL APPROACH, AND STRESSED THAT THE PRESENT VISIT WAS DESIGNED TO INFORM THE GREEK OFFICIAL AND BUSINESS COMMUNITY OF THE PLANS AND POTENTIAL FOR THE WORLD SHOWCASE, BUT THAT OBVIOUSLY THIS WAS A PROJECT WHICH, IN LIGHT OF GREECE'S CURRENT PRIORITIES AND CONCERNS, DID NOT DEMAND AN IMMEDIATE DECISION. THE PRESENTATION APPEARED TO GENERATE AMONG THE GREEKS A POLITE AND GENERALLY POSITIVE RESPONSE. EMBASSY AS YET UNABLE TO DETERMINE WHETHER TRIP TO DISNEY WORLD BY GREEK OFFICIALS WILL MATERIALIZE AS FOLLOW UP TO THIS PRESENTATION

4. DISNEY TEAM SAID THEY WILL ALSO PURSUE THE POSSIBILITY OF HAVING PRIVATE PERSONS OR GROUPS SPONSOR A GREEK PAVILION AT DISNEY WORLD.
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